

I. Amendments to the Specification

Please replace the title with the following amended title:

VIDEO RECORDING/PLAYBACK SYSTEM AND METHOD FOR GENERATING
VIDEO DATA CAPABLE OF PROVIDING INFORMATION FOR SUBSTITUTING AN
ADVERTISEMENT THEREBY

Please replace the paragraph beginning on page 9, line 11, with the following amended paragraph:

Video data read from the storage unit 12 is input to the decoding unit ~~[[13]]~~ 14 and the additional data extracting unit 15. The decoding unit 14 decodes and decompresses coded video data and outputs decoded and decompressed video data to the incorporation unit ~~[[13]]~~ 18.

Please replace the paragraph beginning on page 11, line 11, with the following amended paragraph:

The video signals output from the incorporation unit 18 are displayed on a monitor display 20 which may be, for example, a CRT, liquid crystal display, or plasma display. If CM-substitute data has been incorporated into program video data, a bitmap image 22 of CM-substitute information is superimposed on the displayed video 21 of the program data on the monitor display 20, as shown in FIG. 1.

Please replace the paragraph beginning on page 11, line 20, with the following amended paragraph:

Then, video data organization will be explained with reference to FIG. 2. In FIG. 2A, two sets of content blocks (one set of CM1 and ~~[[PM2]]~~ PM1 and another set of CM2 and PM2) are shown. One content block set consists of a CM content and a program content. In the example shown, the video contents are normally rendered by playback to the TV viewer in the following order: CM content 1 (CM1) → program content 1 (PM1) → CM content 2 (CM2) → program content 2 (PM2).

Please replace the paragraph beginning on page 15, line 1, with the following amended paragraph:

FIG. ~~[[2B]]~~ 3B shows the corresponding organization in which all CM content 2 (CM2) was not rendered by playback. In this case, a playback process is performed such that program content 2 (PM2) is rendered immediately after program content 1 (PM1) is rendered.